

Market Potential of Traditional *Indhi* of Haryana

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ABSTRACT Haryana has a rich tradition of handicrafts. But due to various reasons rural artisans are abandoning the age-old art. The study is an attempt to prove the potential of revival of traditional *Indhi* of Haryana. *Indhi* was modified to suit the needs and taste of potential contemporary users. The market potential of modified *indhi* was assessed on the basis of aesthetic appeal, utility, workmanship, uniqueness, color combination, fabric and traditional value. The overall acceptability was found to be excellent.